

# **Maryland State Data Center Annual Affiliate Meeting**

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**Thursday, November 5, 2015**

**Baltimore, MD**

# Regional Updates

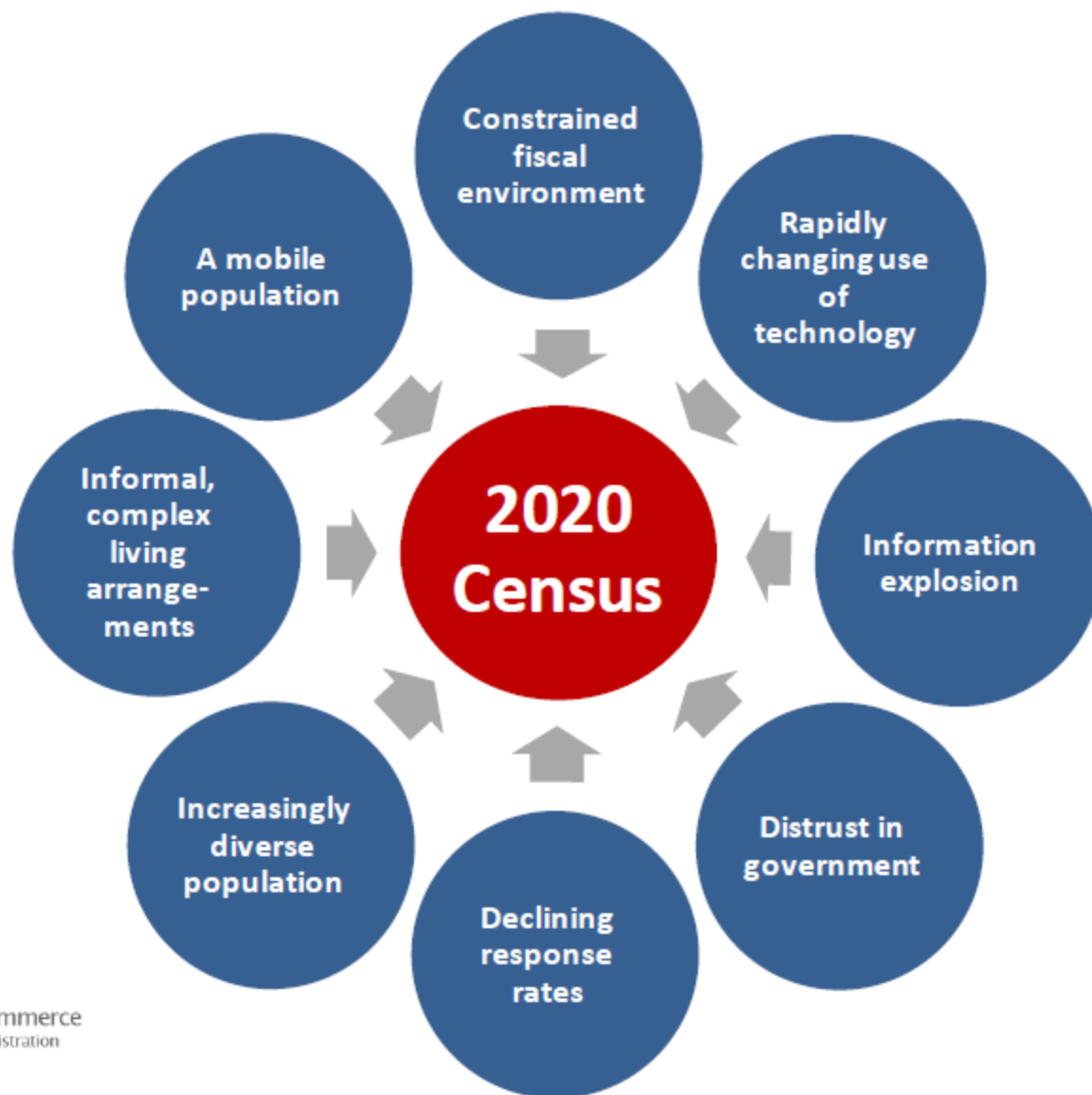
- Current Surveys
- Survey Redesign
- Annual Housing Survey – Baltimore/  
Washington
- 2014 Census Test
- Special Census Program

# American Community Survey

- Data Release Schedule
- 3 Year Data Elimination
- Voluntary vs. Mandatory

# The 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.



# The 2020 Census Goals and Key Innovation Areas

**Overarching Goal:** To count everyone once, only once, and in the right place.

**Challenge Goal:** Conduct a 2020 Census at a lower cost per household (adjusted for inflation) than the 2010 Census, while maintaining high quality results.

## Focus on Four Key Innovation Areas

Reengineering  
Address  
Canvassing

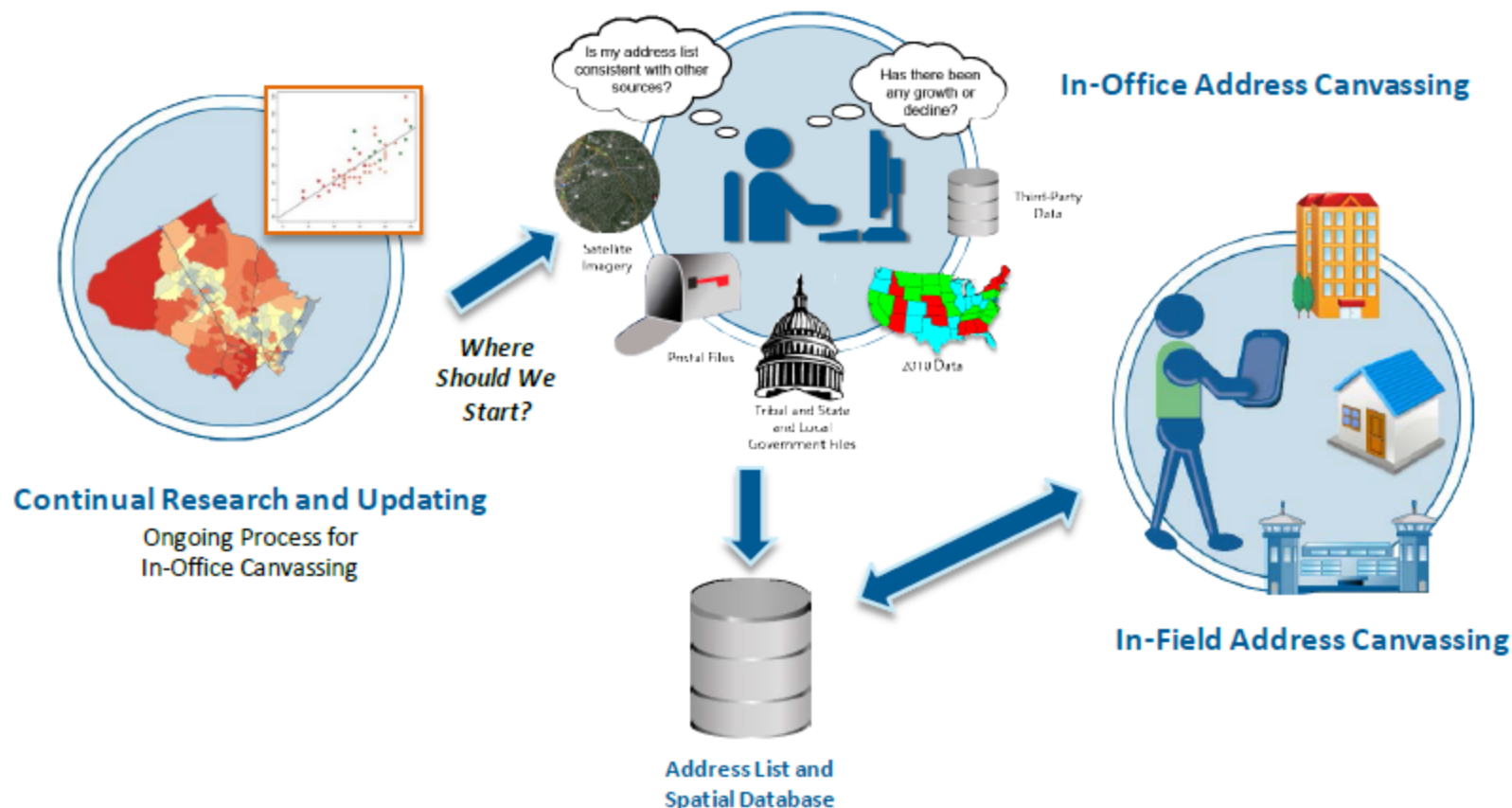
Optimizing  
Self-Response

Utilizing  
Administrative  
Records and  
Third-Party Data

Reengineering  
Field Operations

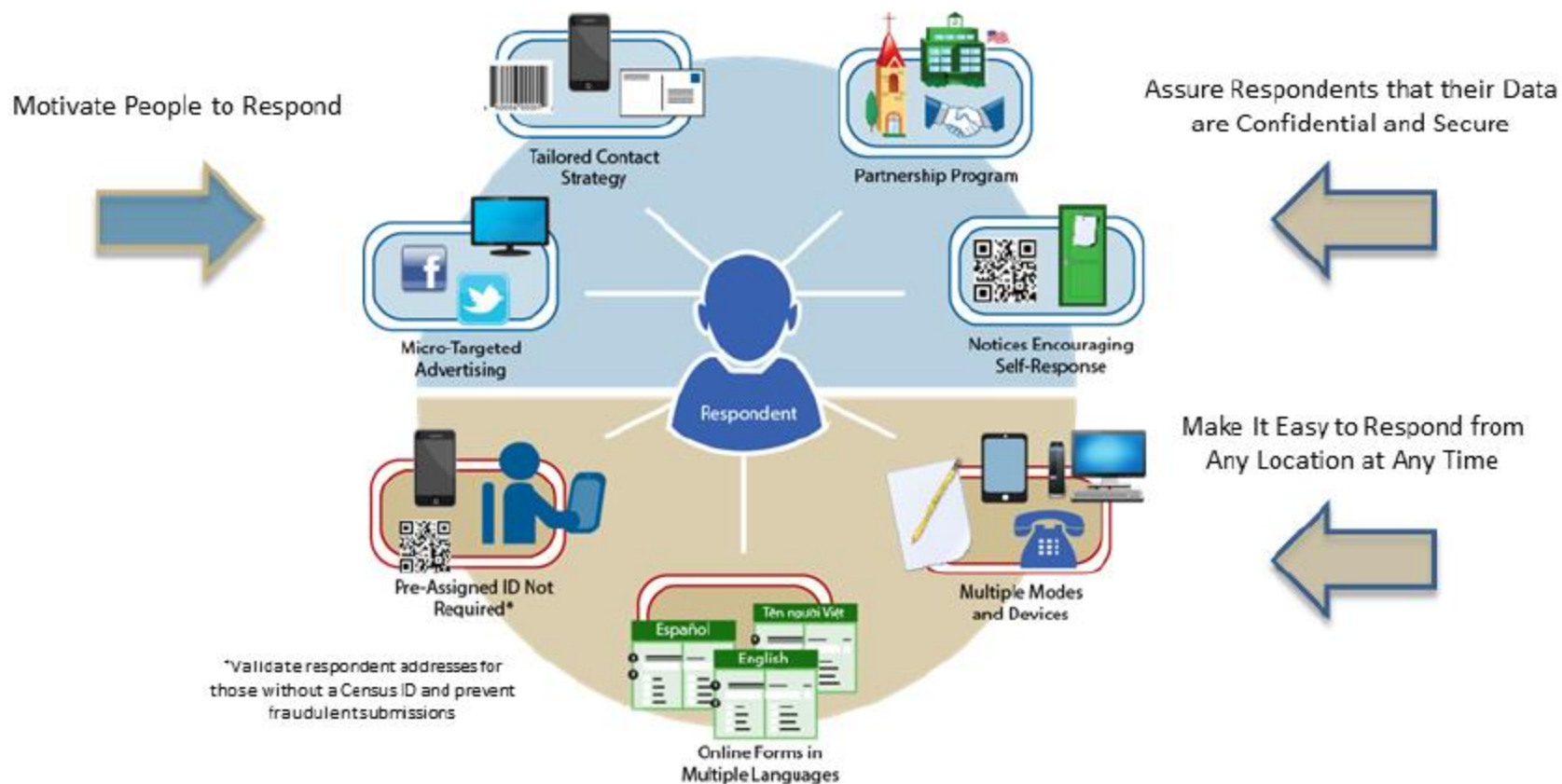
# Reengineering Address Canvassing

Reduce the nationwide In-Field Address Canvassing by developing innovative methodologies for updating and maintaining the Census Bureau's address list and spatial database throughout the decade.



# Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up.



# Utilizing Administrative Records and Third-Party Data

Use information people have already provided to reduce expensive in-person follow-up.

Improve the Quality of the Address List



Update the address list



Validate incoming data from federal, tribal, state, and local governments

Increase Effectiveness of Advertising and Contact Strategies



Support the micro-targeted advertising campaign



Create the contact frame (e.g., email addresses and telephone numbers)

Validate Respondent Submissions



Validate respondent addresses for those without a Census ID and prevent fraudulent submissions

Reduce Field Workload for Followup Activities



Remove vacant and nonresponding occupied housing units from the nonresponse followup workload



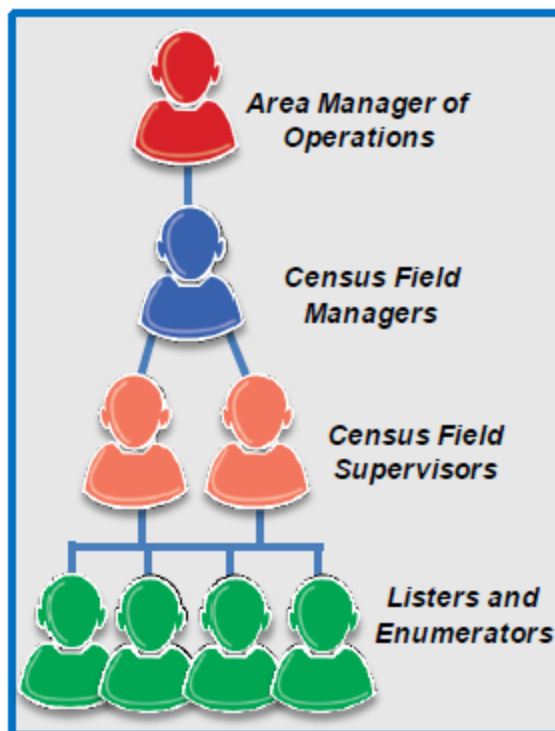
Optimize the number of contact attempts



# Reengineering Field Operations

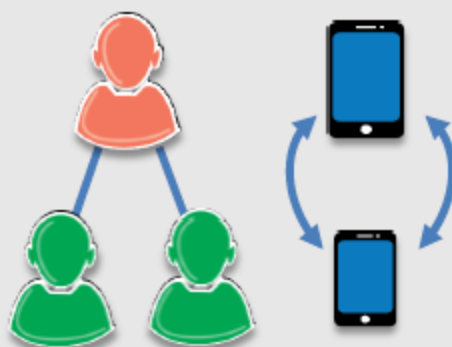
Use technology to more efficiently and effectively manage the 2020 Census fieldwork.

## Streamlined Office and Staffing Structure



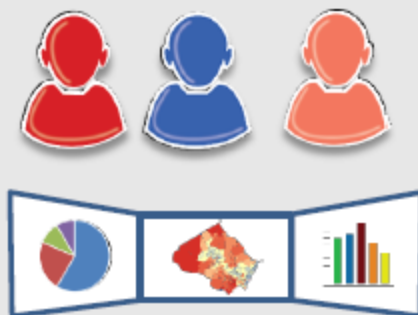
## Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Ability to conduct address updates and enumeration on same device
- Reduced paper and manual processing



## Increased Management and Staff Productivity

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications



# Bringing It All Together

## The 2020 Census: A New Design for the 21<sup>st</sup> Century

### Motivate People to Respond

*Conduct a nation-wide communications and partnership campaign*

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation



TELEPHONE  
AND PAPER SELF-  
RESPONSE

NONRESPONSE  
FOLLOWUP

INTERNET SELF-RESPONSE

### Count the Population

*Collect data from all households, including group and unique living arrangements*

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

### Establish Where to Count

*Identify all addresses where people could live*

IN-FIELD

IN-OFFICE



- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input



**Count Everyone Once  
In the Right Place**

### Release Census Results

*Process and Provide Census Data*

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data



# NCT Content Topics

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## Race/Hispanic Origin

### Question Format

Separate origin and race questions vs. combined origin and race questions

### Middle Eastern or North African (MENA) Category

MENA is placed among response options for selecting a major race or ethnic category

### Instruction Wording

Old and new instruction wording tested to help improve clarity of question

### Terminology

Alternative terms used to describe the concepts and groups in the question stem, instructions, and examples

## Relationship

### Old Version

2010 response options in a new order

### New Version

2010 response options with additions of same-sex relationships and reintroduction of foster child

## Within-Household Coverage

### Rules-Based Approach

Provide respondents with residence rules instructions and examples

### Question-Based Approach

Ask guided questions to elicit a household roster (Internet mode only)

# 2016 Census Test: Self-Response

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- Implement the “Internet Push” contact strategy
  - Send a letter inviting people to respond via the Internet
  - Send up to two postcard reminders to nonresponding addresses
  - Send a paper questionnaire to addresses that still have not responded
- Message content will be tested by varying the content of the mailing packages
  - Mail packages sent to targeting households with limited English proficiency
  - Internet Uniform Resource Locator (URL) on envelopes with messaging in multiple languages
- “Internet Choice” will also be tested
- Non-ID Processing
  - Response validation with administrative records
  - Response validation operation to recollect the response data for an estimated sample of 5,000 of the Non-ID returns
- Telephone questionnaire assistance will be available to all respondents

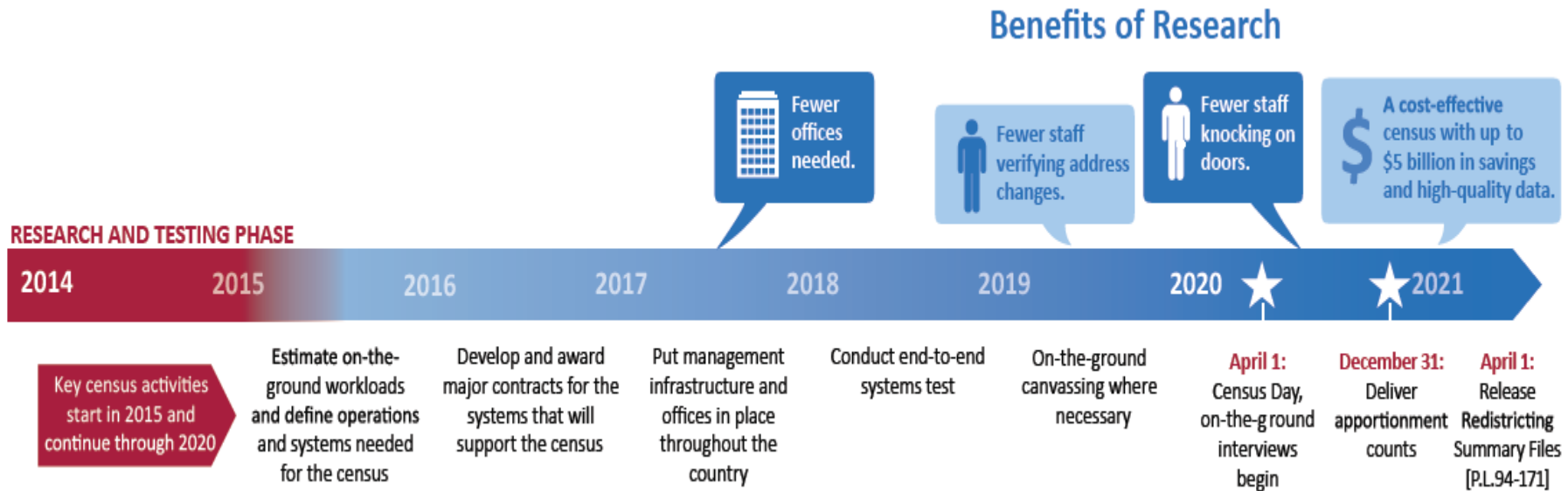


# 2016 Census Test: Non-Response Follow-Up

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- Determine our 2020 Census methods for conducting Nonresponse Followup (NRFU) operations
- Collect housing unit status and enumerate the occupants of households that do not respond to the self-response phase of the Census using automated enumeration software on standard smartphone devices
- Continue to operationally test the field data collection application
- Test a newly redesigned portion of our quality assurance activities – the NRFU Reinterview Program (NRFU-RI)
- Test a newly re-engineered field infrastructure
- Continue to test our implementation of an ‘adaptive design’ contact strategy
- Refine and evaluate our use of administrative records to reduce the NRFU workload

# 2020 Census Updates



# Participant Programs

- Geographic Support System Initiative (GSSI)
- Boundary and Annexation Survey (BAS)
- Local Update of Census Addresses (LUCA)
- Participant Statistical Areas Program (PSAP)
- Tribal Programs

**Questions?**